

Preliminary Advertising Spend by City Agency

FY24, Q3 (January 1 - March 31, 2024)

City Agency Name	City Agency Acronym	In-Scope (Print, Digital, Radio, and TV)			Out-of-Scope Total (OOH, Social Media, Job Boards, Digital Displays, and Other)	OVERALL TOTAL (In-Scope + Out-of-Scope)	ECM Spending Compliance [per Local Law 83 goal] (ECM Spending Divided by Total In-Scope Spending)
		ECM outlets (listed in the Citywide Marketing Directory)	Non-ECM outlets (not in the Citywide Marketing Directory)	In-Scope Total			
Administration for Children's Services	ACS	\$147,859	\$28,866	\$176,725	\$163,185	\$339,910	84%
Department of Health and Mental Hygiene	DOHMH	\$229,572	\$61,203	\$290,775	\$200,629	\$491,404	79%
Department of Transportation	DOT	\$30,376	\$10,919	\$41,295	N/A	\$41,295	74%
Department of Consumer And Worker Protection	DCWP	\$55,760	\$55,467	\$111,227	\$172,455	\$283,682	50%
Department of City Planning	DCP	\$1,926	\$3,524	\$5,450	N/A	\$5,450	35%
Health and Hospitals	H+H	\$3,052	\$6,083	\$9,135	\$45,000	\$54,135	33%
Department of Correction	DOC	\$94,836	\$314,396	\$409,232	\$195,502	\$604,734	23%
Department of Housing Preservation and Development	HPD	\$4,580	\$22,175	\$26,755	\$2,091	\$28,846	17%
Department of Parks and Recreation	DPR	\$1,430	\$14,141	\$15,571	N/A	\$15,571	9%
NYC Public Schools	NYC Public Schools	N/A	\$4,001	\$4,001	\$217,126	\$221,127	0%
Department of Environmental Protection	DEP	N/A	\$15,023	\$15,023	\$4,500	\$19,523	0%
Mayors Office	MO	N/A	\$13,882	\$13,882	N/A	\$13,882	0%
Department of Finance	DOF	N/A	\$13,662	\$13,662	N/A	\$13,662	0%
Law Department	LD	N/A	\$827	\$827	N/A	\$827	0%
Department for the Aging	NYC Aging	N/A	N/A	N/A	\$108,537	\$108,537	N/A
New York City Commission on Human Rights	CCHR	N/A	N/A	N/A	\$19,865	\$19,865	N/A
Department of Veteran Services	DVS	N/A	N/A	N/A	\$4,964	\$4,964	N/A
Department of Investigation	DOI	N/A	N/A	N/A	\$3,102	\$3,102	N/A
Department of Citywide Administrative Services	DCAS	N/A	N/A	N/A	\$796	\$796	N/A
Mayor's Office of Climate and Environmental Justice	MOCEJ	N/A	N/A	N/A	\$400	\$400	N/A
GRAND TOTAL		\$569,391	\$564,168	\$1,133,559	\$1,138,153	\$2,271,712	50%

Note:
- Cells with "N/A" represents no spend in the included categories in this dashboard.

Source: NYC Agencies / Offices
Data Analysis: The Mayor's Office of Ethnic and Community Media
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